

# Digital Marketing Minor

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Minor requires 12 semester hours

**Required Courses (6 semester hours required)**

MKT 569	Interactive and Digital Marketing	3
MKT 572	Seminar in Marketing Research	3

**Choose 2 courses (6 semester hours) from remaining list:**

MKT 573	Internet Marketing	3
MKT 580	Marketing - Internship (Digital Marketing Internship Required)	0-4
MKT 575	Digital Analytics in Marketing	3
BUSA 516	Emerging Technologies and Business Innovations	3

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<b>Total Hours</b>		<b>12</b>
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